

**METHOD AND SYSTEM FOR PRESENTING MERCHANDISE
AT AN OUTDOOR PAVED SURFACE**

ABSTRACT OF THE DISCLOSURE

5 A method and system for presenting merchandise on a paved surface which
employs permanently installed anchors each having a vertical sleeve. Poles of
common height are inserted within the sleeves of the anchors in a manner defining a
three dimensional merchandising region. The tops of the poles are interconnected by
10 tensioned cable assemblies from which informational signage is suspended and
retained by lower disposed retainer tensioned cables. Merchandising bays are
established between mutually adjacent poles and entrance and exit regions are
established in conjunction with a shopper aisle. A canopy is supported by poles and
anchors over a cash/wrap station at the exit region.